

ALL WINDOW UNITS IN GREAT ROOM ARE

Window Design Center

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Partners' Update

The view from here:

The construction year is ending with a flourish, and the future looks bright. We thank our partners for a record year, and we look forward to the new year.

There is much written about business values, mission statements, goals, and so forth. Most times there is little time to do anything other than get our core work done. However, a mission is what drives an organization, and it flows through everything, whether it is written down somewhere or not. Simply put, Window Design Center's mission is "Valuing people by providing the best window and door solutions."

Note three important items about our mission: 1) People have value above all else. This is a 360 degree value, meaning we value our customers, our staff, and our manufacturing partners. 2) We focus on exterior windows/doors for buildings of all types. We want to be the best at what we do, and this requires focus and dedication. 3) We provide solutions, not just windows and doors. This broadens our perspective, requiring the ability to consult, educate, and discern, as well as the need for creativity, listening, accuracy, and follow-through.

Gandhi once reformulated the Seven Deadly Sins and the third on his list was "Commerce without Morality." With corporations disintegrating daily from a lack of honesty and valuing people, it should give us all pause. So, do yourself a favor. Take some time, get a cup of something hot, and take a turn at articulating your company's mission.

Craig A. Patchin
Craig Patchin, President

WDC SOLUTIONS

PROJECT: Peck Row Condominiums, Milwaukee

Salesperson: Chas Vaughan
Products: Pozzi Wood Windows
& Pozzi Clad Windows
Contractor: C.M. Kiker Company

THE ISSUES: This Queen Anne style rowhouse earned Milwaukee Landmark status in 1998, which meant most "modern" windows were unacceptable. The original windows featured a unique T-Bar cut.



Pozzi Wood Windows grace the front of Peck Row Condos, replicating the look of the original 1883 windows.



Peck Row is said to be Milwaukee's finest example of a Queen Anne style rowhouse.

Builder **Charles Kiker** carefully restored the front facade, cleaning the exterior brick face and restoring the original wood trim.

THE SOLUTION: Pozzi Wood Double Hungs and Picture Units were used on the historically-sensitive front facade.

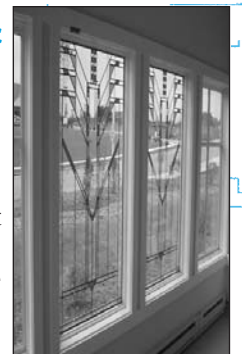
Pozzi Clad Double Hungs completed the sides and back, where new living space was added. Pozzi's stile and rail closely mimicked that on the original windows, and the T-Bar cut was replicated. Lead-time and handling were minimized when Window Design Center coordinated a direct drop of 114 window units to the jobsite. The six 1,900-square foot, three-level condos are now complete.

PROJECT: Best Friends Animal Clinic

Salesperson: Cory Divine
Product: Pozzi Windows
Contractor: Creative Construction

THE ISSUE: The window units designed for Best Friends Animal Clinic called for an intricate stained glass design, but the budget was limited. Another challenge was that the architect had drawn operating casement units at a unit size of 42" x 36". This is a re-occurring issue because most, if not all, manufacturers will not create an operating casement over the width of 36".

THE SOLUTION: We worked with **Stained Glass Overlay**, a company that creates authentic-looking stained glass pieces for a fraction of the cost. SGO used the detailed drawing created by **Plunkett Raysich Architects** to create a design that was essentially a mirror image. The owner was extremely pleased, as was the previously hesitant architect. SGO field-applied the design with the owner present, further solidifying the relationship. Window Design Center provided an operable awning window in place of the large casement specified. This satisfied both the owner and architect. Supplying the identical size unit avoided the need for any re-design, while providing adequate ventilation.



This colorful stained glass design was applied to the windows.

WINDOW INSTALLATION IN THE 21ST CENTURY

This is not your grandfather's installation

What could be easier than installing a window into a new opening, right? Put the thing in with the clad facing out and nail the flanges to the sheathing. However, the days of the three-minute window/door install are over. More and more product warranties, performance specifications, and liabilities are tied to definable industry standards for window/door installation.

If you haven't been aware of this rapidly changing segment of building construction, the general idea is that the building wrap has to be integrated into a properly prepared opening (including sill pans, sub flashing, etc.) and the window has to be properly flashed into the drainage plane after installation, insuring a weather-tight complete system.



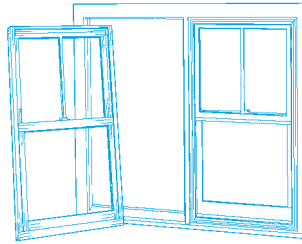
As with almost everything in

our wonderfully diverse free-enterprise system, there isn't one universally accepted set of instructions from one governing body. However, there are places you can look for good information, and many of the same techniques and steps carry over from one set of instructions to the next.

The first place to look is with the manufacturer, since more and more companies are requiring an "accepted" installation in order for warranties to be effective. The Jeld-Wen Company (Pozzi Custom, Norco Premium, Jeld-Wen Vinyl, and IWP Custom Doors) offers a thorough step by step set of instructions at www.jeld-wen.com/resources/installation.cfm.

A second resource is AAMA, the American Architectural Manufacturers Association. They have developed a program of study and certification for window installation. More information can be obtained at www.aama-installationmasters.com/index.htm. Finally, Wisconsin Focus on Energy has been active in the area of installation guidelines and related information. You can visit them at www.wifocusonenergy.com.

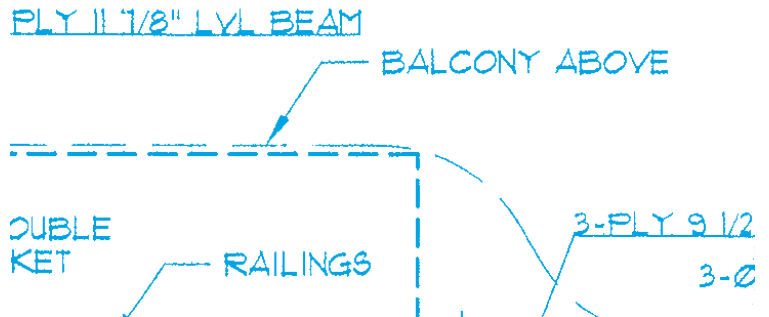
While window and door installation is more exacting work than before, the results are well worth the extra effort. Make sure you provide maximum comfort and durability for your clients by following proper installation procedures.



For more information, call one of our experts at 608-271-8002.

Jeld-wen® Named ENERGY STAR® Partner of the Year

The U.S. Environmental Protection Agency and the Department of Energy named JELD-WEN as ENERGY STAR Partner of the Year. Jeld-Wen was recognized for outstanding contributions to the reduction of greenhouse gas emissions by making and promoting energy-efficient products. JELD-WEN is the world's leading manufacturer of reliable and energy-efficient windows and doors. Among the Jeld-Wen products that earn the ENERGY STAR label are Pozzi and Norco windows and doors, and IWP doors, all available at Window Design Center.



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